



Membership Development & Communications 2025–2026 Club Achievement Book Narrative

Overview

Following the COVID-19 pandemic, AAF Dubuque experienced a significant decline in membership, and the years that followed were challenging for the chapter. While the board made a focused effort to stabilize that decline and prevent further loss, it became clear that rebuilding momentum would require more than recruitment alone. During the 2025–2026 club year, AAF Dubuque responded with a membership strategy centered on recruitment, retention, involvement, and stronger communication, recognizing that sustainable growth would come from creating a stronger, more visible, and more valuable organization for the local creative community. Guided by the theme “Connecting the Creative Community,” AAF Dubuque used this philosophy to shape its events, outreach, and communication efforts throughout the year. The Dubuque region includes designers, marketers, advertisers, photographers, videographers, copywriters, and communications professionals, and the club saw an opportunity to better connect these audiences through more intentional programming and more consistent communication. As a result, AAF Dubuque approached membership development as both a communications effort and a community-building effort. Through strategic planning, direct member feedback, improved visibility, refreshed communication tools, and programming designed to attract both members and non-members, the club strengthened its presence in the region and made meaningful progress toward its membership goals.

Membership Goals



On August 12, 2025, AAF Dubuque held its annual board strategic planning session to establish priorities for the upcoming year. During this session, the board evaluated past engagement trends and identified opportunities for membership growth and community development.

The chapter established both short-term and long-term membership goals:

Short-term membership goal: achieve 30 active members

Long-term membership goal: achieve 50 active members by July 2026

To achieve these goals while strengthening engagement within the organization, the board focused on three strategic initiatives:

#1: Reengage Lapsed Members

#2: Recruit New Members

#3: Strengthen Community Programming and Member Engagement

Together, these goals shaped the club's approach to membership development and communication throughout the year.

To support these goals, AAF Dubuque filled the previously vacant membership director role, enabling stronger outreach, feedback collection, and relationship-building within the creative community.

Goal #1 Reengaging Lapsed Members:

One of the primary membership initiatives this year focused on reconnecting with individuals whose memberships had previously lapsed. Rather than approaching outreach as a traditional membership solicitation, the Membership Director prioritized authentic conversations with past members. The goal of these discussions was to better understand their experiences with the organization and gather feedback



that could inform improvements moving forward. Not only did we receive 1:1 direct feedback from past members, we also shared a comprehensive (and fun) survey ([Exhibit A](#)) with the goal to understand why our membership levels and community had shrunk. Several common themes emerged from these conversations and survey results. Some past members shared that they were uncertain about the value of membership or felt disconnected from club activities due to limited visibility into upcoming programming. In response to this feedback, the board and the membership director introduced multiple initiatives to help improve communication, make it easier to find and be aware of upcoming events, and to better understand the value of the organization.

Website Improvements

The first initiative AAF Dubuque accomplished was launching a refreshed website designed to provide a more professional and user-friendly experience for both members and prospective members. The updated site better reflects the organization's mission, clearly communicates membership opportunities, and provides a centralized hub for event registration, announcements, and club information ([Exhibit B](#)). These improvements helped strengthen the organization's online presence and made it easier for new audiences to learn about the benefits of becoming involved in AAF Dubuque.

Membership Structure Updates

During the board planning session, the leadership team also evaluated the club's membership structure to ensure it reflected the needs and makeup of the local creative community. While pricing remained largely consistent, several changes were made to improve clarity and accessibility.

The updated membership structure included:

Student & Educator — \$38

Professional — \$75



Nonprofit — \$60

Corporate — \$195 for three members, plus \$60 per additional member

These changes were designed to help prospective members more easily identify the membership tier that best aligned with their needs while also more clearly communicating the purpose and value of each option (Exhibit C). Across all tiers, benefits were carefully reviewed and refined to better reflect the needs, interests, and motivations of each membership group. Including educators within the student-priced tier was an intentional decision that also recognized their role as important AAF ambassadors within the college community and helped strengthen connections between students and industry professionals.

Monthly Member Newsletter

To improve ongoing communication with members, AAF Dubuque introduced a monthly digital newsletter distributed via Mailchimp.

The newsletter includes:

- upcoming events and program announcements
- industry resources and insights
- club updates and board communications
- opportunities for member involvement

This initiative created a consistent communication channel between the organization and its membership base while also reinforcing the value of being connected to the AAF community (Exhibit D).

Goal #2 Recruiting New Members:



AAF Dubuque approached recruitment primarily through community engagement and enhanced programming. Events were designed to welcome new attendees while encouraging them to become part of the broader creative network. Speakers and presenters were encouraged to share events within their own professional networks, allowing the organization to reach audiences beyond its existing membership base. Additionally, the board recognized an opportunity to expand programming beyond topics traditionally focused on design. While designers and agencies remain an important part of the AAF Dubuque community, the organization identified a growing population of marketing professionals in the region whose work closely intersects with advertising. Expanding programming to include marketing-focused topics allowed AAF Dubuque to connect with a broader segment of the local creative economy.

Flagship Program: AMP'd Marketing Conference (Exhibit E)

AAF Dubuque launched AMP'd: Advertising, Media, and Partnerships, a half-day conference designed to engage marketing professionals with practical insights while fostering networking and collaboration.

Sessions included:

1. Collaboration to Conversion: Mastering Influencer Marketing for Brand Growth
2. Local Expertise, National Reach: Marketing Strategies for Brand Expansion (Panel)
3. Seeing is Believing: The Power of Visuals in Marketing

The event attracted 45 total registrations (Exhibit E), including: 34 non-members, 7 professional members, and 4 students. This means 76% of attendees were non-members, demonstrating the conference's success in reaching new audiences within the marketing community. Promotion for the event focused primarily on social media campaigns and speaker-driven promotion through professional



networks (the advertising pieces were developed outside of club achievement dates, so they will not be included in the exhibit section).

Goal #3 Community Programming and Member Engagement:

In addition to the AMP'd conference, AAF Dubuque hosted several events throughout the year designed to bring creatives together while providing valuable professional development opportunities.

Coffee Talk: Building a Business, Brand, and Community That Just Makes Sense (Exhibit F)

This event introduced our first morning session, featuring entrepreneur Sarah Willenborg of Bob & Lou's Coffee, who shared insights on building a business and brand for a marketing- and entrepreneur-focused audience. Registrations included: 14 total attendees: 6 members and 8 non-members. Promotion included social media events and social posts (Exhibit F).

Refresh Your Image: Networking & Headshots (Exhibit G)

This event combined networking with updated professional headshots, offering tangible value while reinforcing AAF Dubuque's commitment to supporting members' professional growth. Attendance included: 9 participants: 6 members and 3 non-members. Promotion included social media events and posts (Exhibit G).

The Psychology Behind High-Converting Campaigns (Exhibit H)

This educational session explored the behavioral science behind effective marketing campaigns while continuing to engage the marketing community through a successful morning format. The event attracted: 15 registrations: 6 members, 1 student, and 8 non-members. We promoted this event through social events and posts (Exhibit H).



Behind Award Winning Work (Exhibit I)

This session offered insights into the American Advertising Awards, sharing tips, strategies, and winning examples while helping attendees better understand the submission process. The event attracted: 17 professional members, 5 students and 1 non-member. We promoted this event through social events and posts (Exhibit I).

The programs highlighted above were primarily professional centered. However, we did provide a few student centered events as well with the goal to grow our connection with the student community.

Pizza & Portfolio Reviews (Exhibit J)

This session gave students the opportunity to present their portfolios to a panel of local industry professionals, helping them build connections and receive real-world feedback as they prepare to enter the creative industry. The event attracted: 18 university students, representing 5 different local universities. This event was primarily promoted through direct communication with local area college professors. This event was a positive sign of our growing connection with local universities and students.

Stop Ghosting Your Career and Start Building It (Exhibit K)

This virtual session featured Cassidy Stelling, who shared how she turned her college experience into opportunities with the NFL, giving students insight on launching their own creative careers. The event attracted: 17 registrations: 14 students, 2 professional members, and 1 professional non-member. This event was promoted on social media and through direct communication with local area college professors. These programs helped strengthen engagement among existing members while also introducing new audiences to AAF Dubuque programming.



Results and Impact (Exhibit L)

AAF Dubuque made significant progress toward its membership goals during the 2025–2026 club year. Current membership increased from 15 to 48 members, representing 220% growth during the qualifying period and bringing the chapter close to its long-term goal of reaching 50 active members by July 2026. This growth reflects progress across multiple membership goals, including reconnecting with previously lapsed members and attracting new members to the chapter. These efforts also produced meaningful financial and operational results. Annual recurring revenue increased from \$760 to \$5,398, a growth of approximately 610%. At the same time, efforts to reconnect with and reengage lapsed members also paid off, as members' past due decreased from 99 to 73, a reduction of 26.3%. This result reflects stronger membership follow-through, improved communication, and renewed engagement with the chapter. This renewed momentum was also reflected in corporate and professional membership growth, with a 225% increase in professional membership (4 to 13) and an 850% increase in corporate membership (2 to 19). These gains demonstrate especially strong traction among the audiences most closely tied to the regional creative economy and suggest that AAF Dubuque is increasingly being recognized as an important hub for both major organizations and individual professionals within the local creative community. Beyond the numbers, AAF Dubuque's programming and communications helped increase visibility, strengthen relationships, and attract a broader mix of members and non-members to chapter activities. Together, these results demonstrate not only measurable membership growth, but also renewed momentum, stronger engagement, and a more active and sustainable chapter.



Exhibit A - Lapsed Member Survey



What's Your Take? Spill the tea.

We're on a mission to better serve our local creative community, and we need your honest feedback to get there! Your insights will help us understand what works, what doesn't, and how we can tailor our efforts to make AAF Dubuque better!

Have you ever been a member of AAF Dubuque? *

- ☐ Heck yeah!
- ☐ No
- ☐ Not sure 🤔
- ☐ I haven't but other coworkers/ people I know have

Why are you no longer a member? *

- ☐ No budget for membership
- ☐ Don't have the time
- ☐ Don't see the value in it
- ☐ Not sure
- ☐ Never have been a member

Have you ever participated in the American Advertising Awards? *

- ☐ Yes, recently
- ☐ Yes, but it's been a while 😊
- ☐ No
- ☐ I haven't but my company has

If you (or your company) haven't participated in the American Advertising Awards recently, why? *

not? (be honest).

Long answer text

Is there anything we could do better to encourage your company/school's participation in the American Advertising Awards? *

Long answer text

What is or was your favorite part of AAF Dubuque? *

Long answer text

Of the following what are you aware that we offer? *

- ☐ Lunch + Learn Events on Hot Industry Topics
- ☐ Non-traditional Networking Events
- ☐ American Advertising Awards
- ☐ Yearly Scholarship for local college student
- ☐ Yearly marketing/design campaign for local deserving non-profit

Have you been to a AAF Dubuque event in the last year? *

- ☐ Yes
- ☐ No

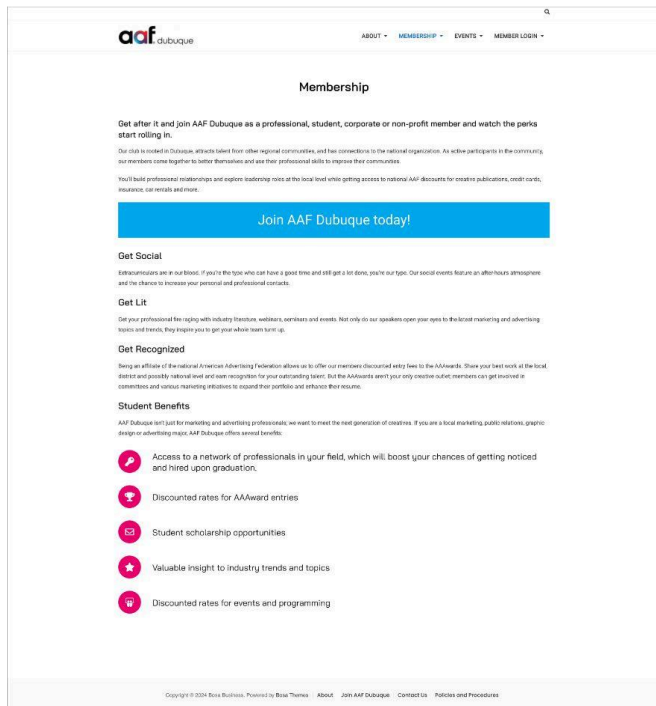
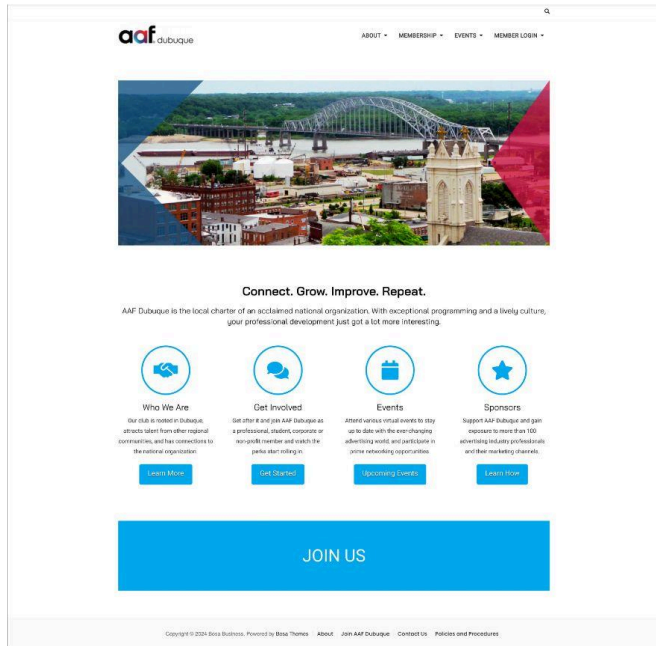
What style of event do you think your company/department/school would benefit from? *

- ☐ Lunch and Learns
- ☐ Socials
- ☐ Other



Exhibit B - Updated Website

Previous website



Website redesign

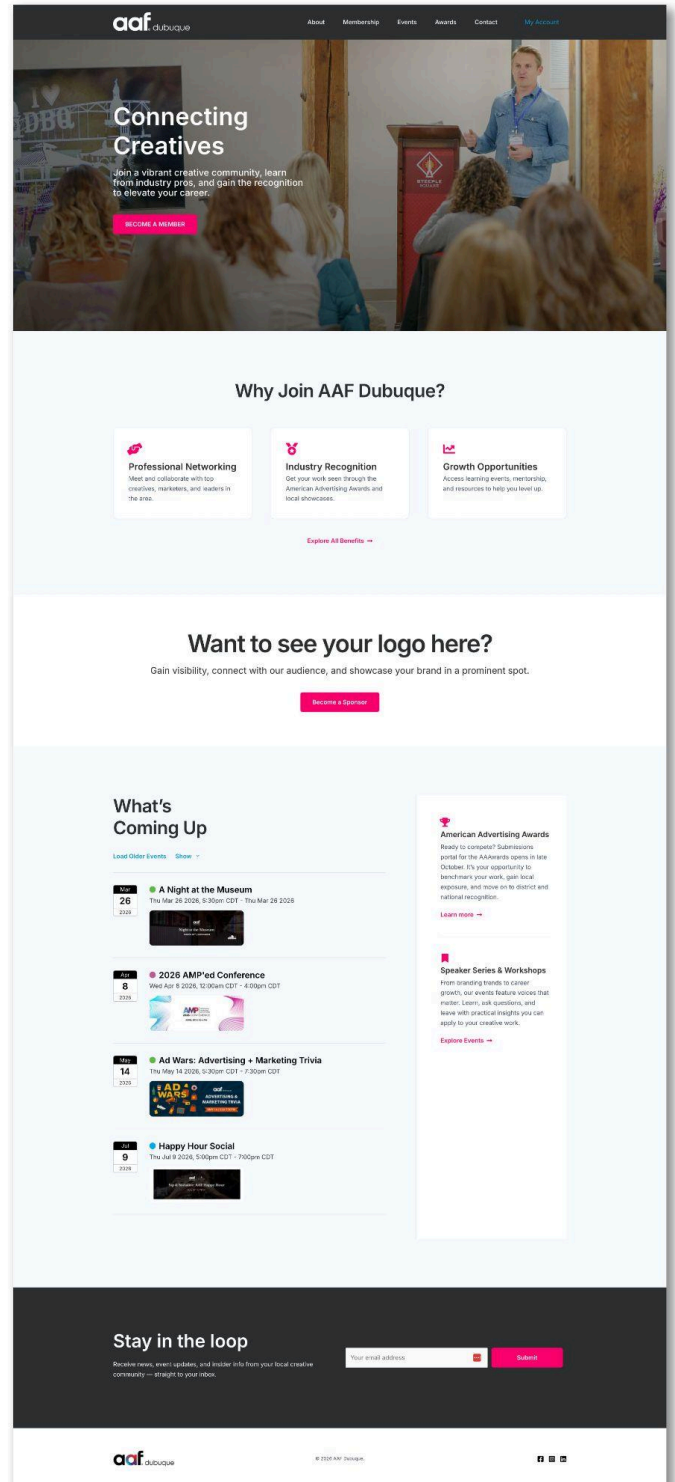




Exhibit B (Continued) - Updated Website

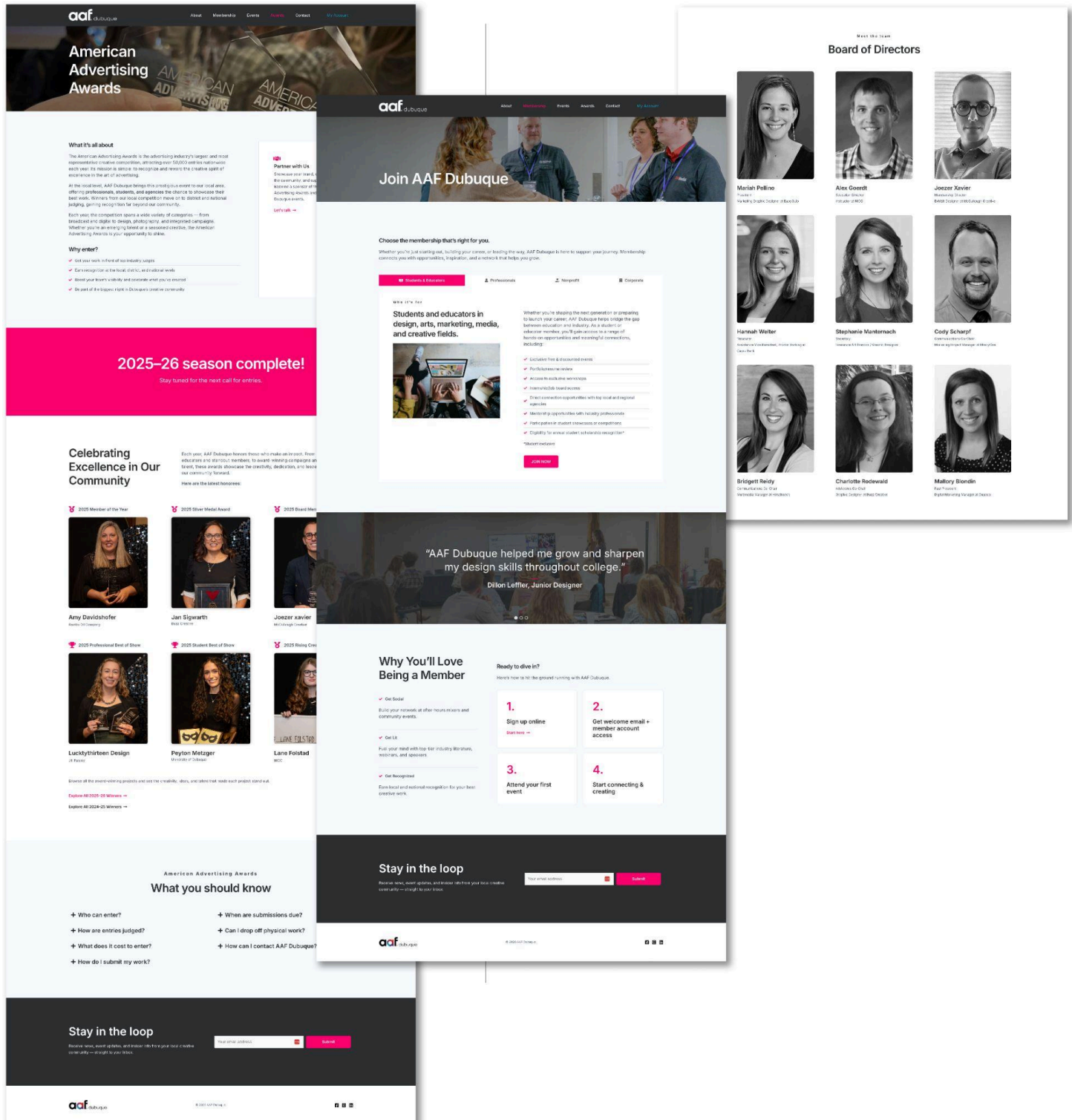


Exhibit C - New Membership Structure and Explanation of Benefits via AAF Dubuque Website

Students & Educators
 Professionals
 Nonprofit
 Corporate

Who it's for

Students and educators in design, arts, marketing, media, and creative fields.



Whether you're shaping the next generation or preparing to launch your career, AAF Dubuque helps bridge the gap between education and industry. As a student or educator member, you'll gain access to a range of hands-on opportunities and meaningful connections, including:

- ✓ Exclusive free & discounted events
- ✓ Portfolio/resume review
- ✓ Access to exclusive workshops
- ✓ Internship/job board access
- ✓ Direct connection opportunities with top local and regional agencies
- ✓ Mentorship opportunities with industry professionals
- ✓ Participation in student showcases or competitions
- ✓ Eligibility for annual student scholarship recognition*

*Student exclusive

[JOIN NOW](#)

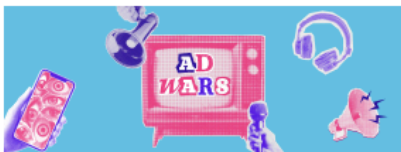


Exhibit D - Membership MailChimp Newsletters



Hot Takes + Hashtags

Trivia Time: Now appearing prophetic, what device was announced in 2007 with the following slogan? *"This is only the beginning."*



Think You Know Your Stuff? Prove It At Ad Wars!

Create a team or join as an individual - test your ad and marketing knowledge, from brand slogans to viral campaigns, in a fun, fast-paced team trivia showdown. It's the perfect chance to bond with fellow creatives, grab a drink, and flex your industry smarts.

Thursday May 8, 5-7PM | Q Casino - Island Social

REGISTER NOW

In the Current

Why do tech titans want to "Delete IP law"?

Twitter founder Jack Dorsey recently stirred debate by posting "delete all IP law," a sentiment Elon Musk echoed with a terse "I agree." Their stance reflects a broader tech-world clash over whether intellectual property laws hinder innovation—especially as AI models are increasingly trained on copyrighted material without compensation to creators. While some, like Dorsey and Musk, argue for open-source freedom, many artists and legal experts push back, warning that gutting IP protections could exploit creatives and benefit only tech giants. [Read more.](#)

Films made with AI can win Oscars - Academy says

Films that use artificial intelligence (AI) can now compete for top Oscars, according to new rules from the Academy of Motion Picture Arts and Sciences. While the use of AI won't impact a film's chances of nomination, the Academy emphasized that human involvement will still play a key role in selecting winners. [Read more.](#)

The age of digital labor is here - Presented by Slack

Slack's latest report highlights the rise of "agentic productivity," where AI agents act as digital teammates to boost efficiency. Workers using these agents report feeling significantly more productive, while those without them spend nearly 40% more time on administrative tasks. [Download the report to learn more.](#)

Event Recap:



From portfolio reviews with local pros to energizing insights at our half-day AMPD Marketing Conference, our recent events sparked meaningful conversations, career growth, and plenty of creative inspiration.

AAF OPEN POSITIONS:

AAAwards Co-Chair | Event planner/host + submission rallyer
Treasurer | Budget presenter/tracker + payment giver
Membership Director | Membership outreach + management
Secretary | Note taker + action tracker
Communications Co-Chair | Content scheduler + comment responder

Email Us if you are interested!

Trivia Time Answer: iPhone



Hot Takes + Hashtags

In the Current

Why Airbnb booked a social-first campaign for its experiences relaunch

Airbnb today (May 13) introduced new services, reimagined experiences and a refreshed app that offer travelers more than just a place to stay, per details shared with Marketing Dive. To educate consumers about the new features, the booking platform has revealed a new ad and a social-first marketing strategy. [Read more.](#)

GenAI creative is just about to change the face of out-of-home advertising

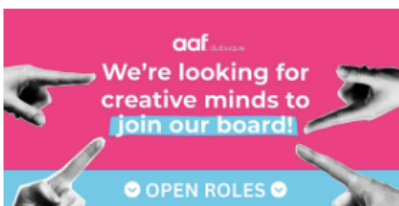
Imagine if brands could use GenAI to create out-of-home ads in almost real time. Andrew Newman, CEO at DOOH.com, believes we are on the cusp of big change in the sector. [Read More.](#)

How Poppi Founder Allison Ellsworth Made Her Brand Go Viral

In this Bossy episode, Allison shares her top tips on how to grow your brand by making authentic, hooky, and engaging social content. [Listen In.](#)

The Simple Hack to Helping Your Content Live and Last Longer

In this Goal Digger episode, Jenna breaks down how to validate your content ideas before you invest time and maybe even money into them. [Listen In.](#)



AAAwards Co-Chair | Event planner/host + submission rallyer
Event Coordinator | Social/networking and professional development event planner/host
Treasurer | Budget presenter/tracker + payment giver

PUT ME IN, COACH

Member Spotlight:

SLEEPY COW MEDIA

Meet Matt, the creative force behind Sleepy Cow Media — a web design studio that builds bold, conversion-friendly websites with personality and purpose. From full stack development to brand defining UI/UX, they help clients turn their digital presence into a business powerhouse.

Hot Take: Bigger isn't always better.

"The size of the logo on your website does not directly reflect on how well your company will be remembered."

Whether you're launching a brand or ready to level up your site, Sleepy Cow is your go-to for strategic digital storytelling.

sleepycowmedia.com | [@sleepycowmedia](https://twitter.com/sleepycowmedia)

Event Recap:



This year's Ad Wars night didn't disappoint! The teams put their knowledge of brands, advertising, and Super Bowl ads to the test, with tie-breakers so intense they ended in a rock-paper-scissors showdown! Stay tuned for more fun events coming soon.



Hot Takes + Hashtags



Ready to take your business idea to the next level? Join us as Sarah, the founder of Bob & Lou's, shares how she turned a vision into a thriving brand. She'll walk through the early steps of entrepreneurship, how to build a brand that connects, and why community has been key to her success. Come with questions and leave with inspiration.

REGISTER FOR EVENT

In the Current

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How Poppi Founder Allison Ellsworth Made Her Brand Go Viral

In this Bossy episode, Allison shares her top tips on how to grow your brand by making authentic, hooky, and engaging social content. [Listen In.](#)

The Simple Hack to Helping Your Content Live and Last Longer

In this Goal Digger episode, Jenna breaks down how to validate your content ideas before you invest time and maybe even money into them. [Listen In.](#)

What Do You Want to Learn About Next?

We're planning future AAF Dubuque events and want your input. Whether you're a designer, marketer, or part of a nonprofit team, we want to know what topics you're curious about and what kind of events you'd attend.

This quick and fun form takes just a couple of minutes to fill out and helps us make better events for you!

SHARE YOUR IDEAS

Member Spotlight



luckythirteen
DESIGN

Meet Jill, the creative behind Luckythirteen Design

Luckythirteen is a one-woman studio specializing in thoughtful, strategic branding for small businesses. Based in Dubuque, Jill works closely with her clients to create cohesive visual identities that show up across print, packaging, web, and more.

Hot Take: The process is also the product

Marketing and design isn't just about making something look good. It's about the empathy, intention, and iterations behind it. Clients need to see that process because it builds trust, value, and connection.

Looking to build a brand that's meaningful, intentional, and totally you? Jill is your go-to.

luckythirteendesign.com | [@luckythirteendesign](https://twitter.com/luckythirteendesign)



Exhibit D (Continued) - Membership MailChimp Newsletters

AAF Dubuque Event Newsletter

In the Current

Resources Worth Bookmarking

Stay inspired with the latest in branding and design. Explore industry news, fresh rebrands, and expert insights all in one place: [Brand New - UnderConsideration](#)

Why "creative courage" is needed by B2B brands in AI Era

Jon Burke, group marketing and sales director at Dals, emphasizes the transformative impact of AI on B2B marketing but also stresses the importance of integrating brand building with demand generation for sustainable growth. "With everyone using the same tools and rational messaging, brands risk blending in. Distinct positioning, creative courage, and emotional resonance are the real differentiators," Burke says. [Read more.](#)

Brands leverage 'The Summer I Turned Pretty' social buzz

Brands such as Swedish Fish, Sour Patch Kids and M&M are capitalizing on the social media buzz around the third season of "The Summer I Turned Pretty," with some seeing a significant increase in engagement. The show's team element, with fans divided between #TeamConrad and #TeamJeremiah, has made it particularly appealing for brands to join the conversation. "People don't want to see ads. They want to see brands that act like people," says VaynerMedia's Mima Johnson. [Read more.](#)

Explore Our NEW Website!

Our new AAF Dubuque website is live! Check out the updated design, easier navigation, and fresh content.



Upcoming Events

REFRESH YOUR IMAGE: NETWORKING + PROFESSIONAL HEADSHOTS

MEET PROFFERER
EMILY ADLINGER



TUESDAY
SEPT. 30

STARTS
AT 5PM

EJS WINE BAR

ONE UPDATED PROFESSIONAL HEADSHOT
ONE ADDITIONAL PHOTO OF YOUR CHOICE

WITH EMILY ADLINGER PHOTOGRAPHY

AAF Dubuque

Refresh Your Image: Networking + Professional Headshots

Description: Join us for an evening of networking at EJS Wine Bar with local professionals and leave with a fresh polished headshot taken by Emily Adlinger in the Millwork district.

Location: EJS Wine Bar

Time: Tuesday, September 30 at 5PM

Cost: Free for Members (Must Register)

REGISTER FOR EVENT

The Psychology Behind High-Converting Marketing Campaigns

OCT 7TH | 9:30-10:30AM
Library Auditorium



Psychology Behind Marketing Campaigns

Description: Discover how to leverage proven psychological principles to write compelling copy, design high-converting CTAs, create impactful visuals, and build powerful storytelling frameworks that drive action. Perfect for marketing professionals, business owners, designers, and anyone looking to stop guessing what works and start using behavioral science to create influential campaigns.

Time: Tuesday, October 7th at 9:30AM-10:30AM

Location: Carnegie-Stout Auditorium (Third Floor)

Cost: Free for Members (Must Register)

REGISTER FOR EVENT

AAF Dubuque Hot Takes + Hashtags

In the Current

The Big Social Shifts Coming in 2026

From rising influencer budgets to the unstoppable power of short-form video, marketers are gearing up for major changes. Most teams credit AI for productivity gains, but the impact hasn't reached its full potential—and while UGC is seen as essential, few brands are scaling it. This new data reveals where the real momentum is heading next year. [Read more.](#)

How Grocers Are Using Turkey Deals to Win the Holiday Marketing Battle

This year's turkey price drops aren't about generosity—they're marketing strategy. Retailers are positioning steep Thanksgiving discounts as a value signal to shoppers feeling the squeeze of rising grocery costs. From Aldi's \$40 full-meal bundle to Walmart's under-\$1-per-pound turkeys, chains are banking on buzzworthy deals to build brand affinity and increase store traffic during the year's most competitive retail season. [Read more.](#)

AI WITH INTENTION



Join AAF District 9 for our next virtual panel!

Hear from Casey Mills and Dan Cooper of Swanson Russell as they share how they're blending AI tools with human insight to make smarter, more strategic creative decisions.

REGISTER FOR EVENT



Got a project (or five) you're planning to enter this year? Don't let them sit in your "January" pile.

Right now, you can save up to **\$20 per entry** thanks to our Black Friday/Cyber Monday promo plus Early Bird pricing. After that, costs go up.

If you've been thinking about entering... this is truly the best time to hit submit.

VIEW PROFESSIONAL CATEGORIES

SUBMIT WORK NOW

Submit by December 3rd to get the full \$20 off per entry.



Two Dubuque-exclusive awards are here:

• **Impact in Action Award:** honoring the best nonprofit marketing campaign

• **Care in Communication Award:** celebrating outstanding healthcare marketing campaign

Both awards highlight local in-house marketing teams or individuals.

SUBMIT WORK NOW

AAF Dubuque Hot Takes + Hashtags

IN THE CURRENT

Future Legends of Advertising Podcast

The American Advertising Federation's *Future Legends of Advertising* podcast brings together industry legends and rising stars for insightful conversations on creativity, leadership, and the future of marketing and media. Listen in as top voices from across the advertising world share experiences and perspectives shaping the industry. [Read more.](#)

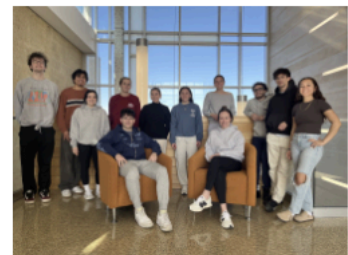
Audience Trust Index: A New Metric for Content Marketing

As AI reshapes the information landscape, content marketing measurement is shifting beyond simple attention metrics to focus on building trust. The **Audience Trust Index (ATI)** introduces a framework for evaluating the strength of audience relationships—prioritizing empathy, value, and credibility to better understand and support increasingly cautious B2B buyers. [Read more.](#)

AI Adoption Gap in Marketing

While pressure from leadership to adopt AI continues to grow, only 6% of marketers have fully integrated AI into their workflows, according to the 2026 Marketing Data Report. The biggest barriers aren't interest or motivation, but organizational challenges—like limited control over data strategy and ongoing system integration issues. [Read more.](#)

Student Spotlight: Clarke Competes in NSAC



Students from Clarke University are competing in the **National Student Advertising Competition (NSAC)** this year, where they will develop and present a full marketing campaign - on Friday, April 17th 2026 - for the 2026 corporate client, the **National Football League (NFL)**.

AAF Dubuque wishes the Clarke team the best of luck as they represent our region and showcase the next generation of advertising talent! 🍀

LEARN MORE ABOUT NSAC

UPCOMING EVENTS



Story First: Why Narrative Beats Advertising in the 2026 Attention Economy
Join AAF Dubuque on **Tuesday, March 10 from 9:30-10:30 AM** for a discussion on how storytelling is reshaping modern marketing. This session will explore why narrative-driven content—through emotional stakes, character, and authentic storytelling—often connects with audiences more effectively than traditional advertising in today's attention economy.

Members Cost: Free

REGISTER NOW



Night at the Museum: AAF Networking at the Dubuque Museum of Art

Join AAF Dubuque for a relaxed evening of networking and inspiration at the **Dubuque Museum of Art** on **March 26 from 5:30-6:30 PM**. Connect with fellow creatives while exploring current gallery exhibits—**free for AAF members** and **\$8 for non-members** (includes museum admission and beverages).



Exhibit E - AMP'd Marketing Conference

2025 AMP'ed Conference

Wed Apr 9 2025, 12:00am CDT - Wed Apr 9 2025, 04:00pm CDT

[Refresh](#) [Add Registration](#) [Scan QR Code](#) [Embed/Link](#) [Export CSV](#) [Export QuickBooks](#) [Cancel](#)

[Copy Event](#)

Attendees: 45 Registrations: 35

[Sort](#) | [Hide Voided](#)

Chk In	Name	Total	Professional (Non-Member)	Professional (Member)	Student
		\$1,600	34	7	4



Exhibit F - Coffee Talk: Building a Business, Brand, and Community That Just Makes Sense

Building a Business, Brand, and Community That Just Makes Sense

Tue Aug 19 2025, 9:30am CDT - Tue Aug 19 2025, 10:30am CDT

[Refresh](#)
[Add Registration](#)
[Scan QR Code](#)
[Embed/Link](#)
[Export CSV](#)
[Export QuickBooks](#)
[Cancel Event & Refund All](#)

[Copy Event](#)

Attendees: 14 / 40 Registrations: 14

[Sort](#) | [Hide Voided](#)

Chk			Professional	Professional	
In	Name	Total	(Member)	(Non-Member)	Student
		\$118	6	8	0



Exhibit F (Continued)- Coffee Talk: Social Event and Social Post

AAF Dubuque
Posted by Mariah Pellino
Aug 4, 2025 · 🌐

Reminder to sign up for this great event! Registration will close next Monday!



August 19th | 9:30-10:30AM | Library Auditorium Room

Building a Business, Brand, & Community That Just Makes Sense

With the founder of **Bob & Lou's**

Tue, Aug 19, 2025

Building a Business, Brand, & Community That Just Make Sense With the Founder of Bob & Lou's

See insights

Create ad



Like



Comment



Share



Reminder to sign up for this great event! Registration will close nex...
Post · Aug 4, 2025

3

0 comments 0 shares

Overview ⓘ

Views	116
Interactions	3
Link clicks	3
Follows	0



AAF Dubuque
Posted by Mariah Pellino
Aug 11, 2025 · 🌐

REGISTRATION CLOSES TONIGHT!

Register now:

<https://aafdbq.org/events/#event/2025/8/19/building-a-business-brand-and-community-that-just-makes-sense>



Building a Business, Brand, & Community That Just Makes Sense

August 19th | 9:30-10:30AM

With the founder of **Bob & Lou's**

LAST CHANCE TO REGISTER



REGISTRATION CLOSES TONIGHT!
Post · Aug 11, 2025

2

2 comments 0 shares

Overview ⓘ

Views	165
Interactions	4
Link clicks	1
Follows	0

Exhibit G - Refresh Your Image: Networking + Professional Headshots

Refresh Your Image: Networking + Professional Headshots!

Tue Sep 30 2025, 5:00pm CDT - Tue Sep 30 2025, 7:00pm CDT

[Refresh](#)
[Add Registration](#)
[Scan QR Code](#)
[Embed/Link](#)
[Export CSV](#)
[Export QuickBooks](#)
[Cancel Event & Refund All](#)
[Copy Event](#)

Attendees: 9 / 30 Registrations: 9

[Sort](#) | [Hide Voided](#)

Chk In	Name	Total \$30	Member (must be registered) 6	Non-Member 3	Non-Member Student 0





Exhibit G (Continued)- Refresh Your Image: Social Event and Posts

- 🎁 What's included:
- ✅ One updated professional headshot
 - ✅ One additional photo of your choice
 - 🍷 Great conversation & networking vibes

📅 Spots are limited and registration is required so we can schedule your photo session. Don't miss this chance to mix, mingle, and capture your best professional self!

👉 Tag a friend who needs a new headshot and register now!

<https://www.facebook.com/share/1AgdF2JB2n/>

**REFRESH YOUR IMAGE: NETWORKING
+ PROFESSIONAL HEADSHOTS**



WITH EMILY ADLFINGER PHOTOGRAPHY

aaf dubuque

**TUESDAY
SEPT. 30** | **STARTS
AT : 5PM**

EJS WINE BAR

ONE UPDATED PROFESSIONAL HEADSHOT
ONE ADDITIONAL PHOTO OF YOUR CHOICE

**REFRESH YOUR IMAGE: NETWORKING +
PROFESSIONAL HEADSHOTS**

**MUST REGISTER
IN ADVANCE**



**TUESDAY
SEPT. 30** | **STARTS
AT : 5PM**

EJS WINE BAR

ONE UPDATED PROFESSIONAL HEADSHOT
ONE ADDITIONAL PHOTO OF YOUR CHOICE

WITH EMILY ADLFINGER PHOTOGRAPHY **aaf dubuque**

Tue, Sep 30, 2025

**Refresh Your Image: Networking + Professional
Headshots**

 🎁 ✨ Refresh Your Image:
Networking + Professional Heads... >
Post · Sep 9, 2025

👍❤️ 9 2 comments 3 shares

Overview ⓘ

Views	767
Interactions	15
Link clicks	5
Follows	0



Exhibit H - The Psychology Behind High-Converting Campaigns

The Psychology Behind High-Converting Marketing Campaigns

Tue Oct 7 2025, 9:30am CDT - Tue Oct 7 2025, 10:30am CDT

[Refresh](#) [Add Registration](#) [Scan QR Code](#) [Embed/Link](#) [Export CSV](#) [Export QuickBooks](#) [Cancel Event & Refund All](#) [Copy Event](#)

Attendees: 15 / 40 Registrations: 9

[Sort](#) | [Hide Voided](#)

Chk	In	Name	Total	Member	Non-Member Student	Non-Member Professional
			\$85	6	1	8





Exhibit H (Continued)- The Psychology Behind High-Converting Campaigns Social Events and Posts

Unlock the psychology behind every purchase with Macayla Albee. Learn how to turn browsers into buyers using marketing, design, and storytelling that works.

Perfect for marketers, business owners, and designers!

Register here:

<https://aafdbq.org/events/#!event/2025/10/7/the-psychology-behind-high-converting-marketing-campaigns-1>

The Psychology Behind High-Converting Marketing Campaigns

OCT 7TH | 9:30-10:30AM





Unlock the psychology behind every purchase with Macayla Alb...

Post · Sep 21, 2025

5 1 comment 0 shares

Overview ⓘ

Views	230
Interactions	6
Link clicks	4
Follows	0



AAF Dubuque created an event.

Sep 21, 2025 · 🌐

The Psychology Behind High-Converting Marketing Campaigns

OCT 7TH | 9:30-10:30AM
Library Auditorium



Tue, Oct 7, 2025

The Psychology Behind High-Converting Marketing Campaigns

[See insights](#)

[Create ad](#)

 Like

 Comment



Exhibit I - Behind Award Winning Work

Behind Award Winning Work

Wed Nov 19 2025, 11:30am CST - Wed Nov 19 2025, 1:00pm CST

Refresh

Add Registration

Scan QR Code

Embed/Link

Export CSV

Export QuickBooks

Cancel Event & Refund All

Attendees: 23 Registrations: 14

Search name

Sort | Hide Voided

Chk In	Name	Total	Professional (Member)	Professional (Non-Member)	Student (Member)	Student (Non-Member)
		\$156	17	1	5	0





Exhibit I (Continued)- Behind Award Winning Work: Social Media Event and Posts

 **AAF Dubuque**
Posted by Cody Scharpf
Nov 6, 2025 · 🌐

Hear the ideas, strategy, and craft behind 5 award-winning projects straight from the creatives who made them.

Then stick around for insider tips, tricks, and a live Q&A with our Awards committee to help you confidently enter the American Advertising Awards.

Register: aafdbq.org/events

 **AMERICAN ADVERTISING AWARDS**

November 19th | 11:30-1:00PM

Behind Award Winning Work.


JILL PAISLEY JASON SCHWASS GREG DIETZENBACH


TIM CONNERY HANNAH BAUCH

projects from    

 **AAF Dubuque created an event.**
Nov 6, 2025 · 🌐

Behind Award Winning Work

November 19th | 11:30-1:00PM | Library Auditorium Room


JILL PAISLEY JASON SCHWASS GREG DIETZENBACH TIM CONNERY HANNAH BAUCH

Wed, Nov 19, 2025

Behind Award Winning Work
Carnegie-Stout Public Library · Dubuque, IA

Overview ⓘ

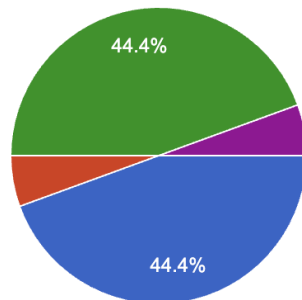
Views	108
Interactions	1
Link clicks	1
Follows	0

Exhibit J - Pizza & Portfolio Reviews

College/University

18 responses

 Copy chart



- Clarke University
- Loras College
- Northeast Iowa Community College
- University of Dubuque
- University of Wisconsin Platteville

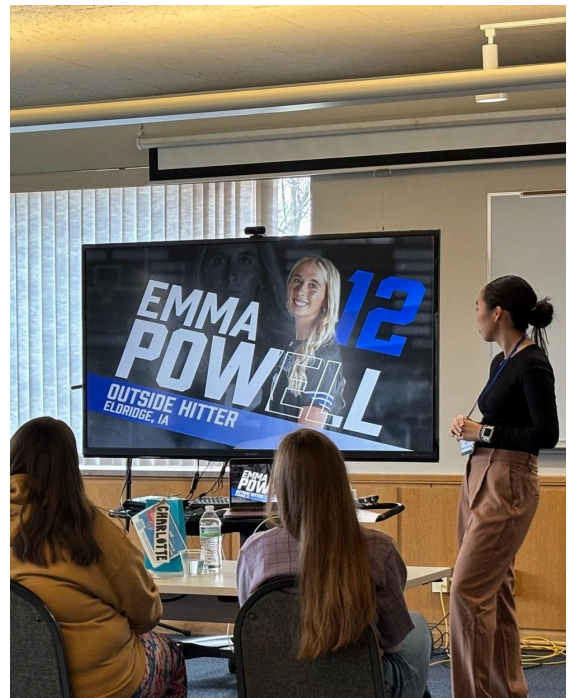


Exhibit K - Stop Ghosting Your Career and Start Building It

Stop Ghosting Your Career and Start Building It

Wed Nov 5 2025, 7:00pm CST - Wed Nov 5 2025, 8:00pm CST

[Refresh](#)
[Add Registration](#)
[Scan QR Code](#)
[Embed/Link](#)
[Export CSV](#)
[Export QuickBooks](#)
[Cancel Event & Re](#)
[Copy Event](#)

Attendees: 17 Registrations: 17

[Sort](#) | [Hide Voided](#)

Chk In	Name	Total \$	Student 14	Professional Member 2	Professional Non- Member 1

**LITTLE
EVERY DAY >
BIG PROGRESS
SOMEDAY.**

**CONSISTENCY
COMPOUNDS.**

(16)



Exhibit K (Continued)- Stop Ghosting Your Career and Start Building It: Social Posts

Stop Ghosting Your Career and Start Building It!

Your career won't build itself while you wait for the perfect timing. Join Cassidy Stelling as she shares how she turned college experiences into opportunities with the NFL and a Power Five football program. Through real stories and actionable tips, you'll learn how to network with purpose, grow your personal brand, and take the first steps toward building the career you want—starting now.

Register now:
<https://aafdbq.org/events>

VIRTUAL SESSION FOR STUDENTS



Stop Ghosting Your Career & Start Building It

with Cassidy Stelling

Wednesday, November 5th 7-8PM

Cassidy is an all-around creative and the producer/host of The Creative Friends Podcast. She's passionate about empowering students and young creatives to grow, create, and thrive in their careers.

Last chance, Wednesday, Nov. 5 to register for her session, Stop Ghosting Your Career and Start Building It

Register now:
aafdbq.org/events

MEET THE PRESENTER

Cassidy Stelling



Stop Ghosting Your Career and Start Building It | NOV 5TH 7-8PM CST



Stop Ghosting Your Career and Start Building It!
Post · Oct 22, 2025

5 reactions

0 comments 1 share

Overview

Views	391
Interactions	6
Link clicks	1
Follows	0



Meet the Presenter: Cassidy Stelling
Post · Nov 3, 2025

2

0 comments 1 share

Overview

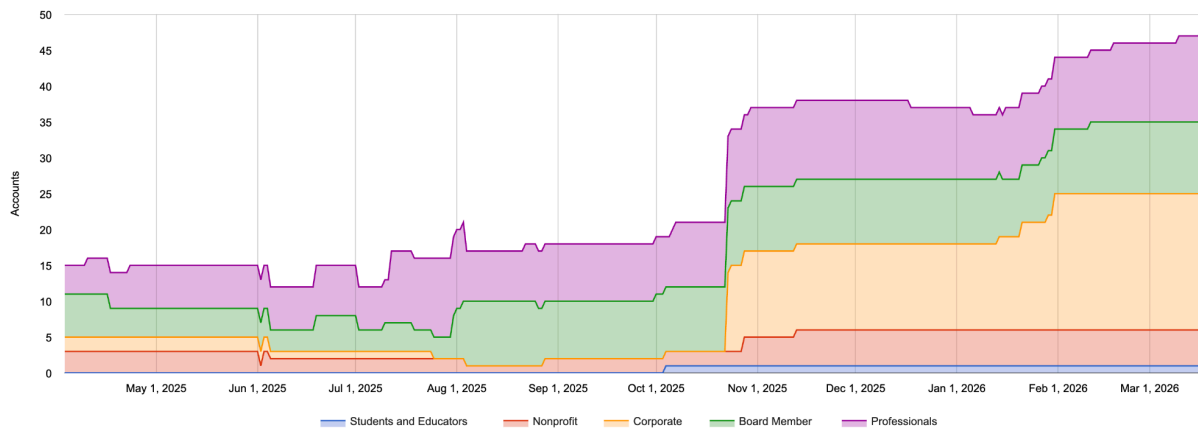
Views	195
Interactions	3
Link clicks	—
Follows	0



Exhibit L - Results and Impact

Display history from Apr 02 2025 to Mar 20 2026 showing folder All Folders

Total Accounts 122 → 121	Accounts With Membership 117 → 121	Current Paying Members 15 → 48	Accounts On Lifetime/One-Time Billing 0 → 0	Accounts On Free Membership 0 → 0	Accounts With No Renewal Date 3 → 0
Members Past Due 99 → 73	Accounts With No Membership 0 → 0	Annual Recurring Revenue \$760 → \$5,398			



Display history from Apr 02 2025 to Mar 20 2026 showing folder All Folders

Total Accounts 122 → 121	Accounts With Membership 117 → 121	Current Paying Members 15 → 48	Accounts On Lifetime/One-Time Billing 0 → 0	Accounts On Free Membership 0 → 0	Accounts With No Renewal Date 3 → 0
Members Past Due 99 → 73	Accounts With No Membership 0 → 0	Annual Recurring Revenue \$760 → \$5,398			

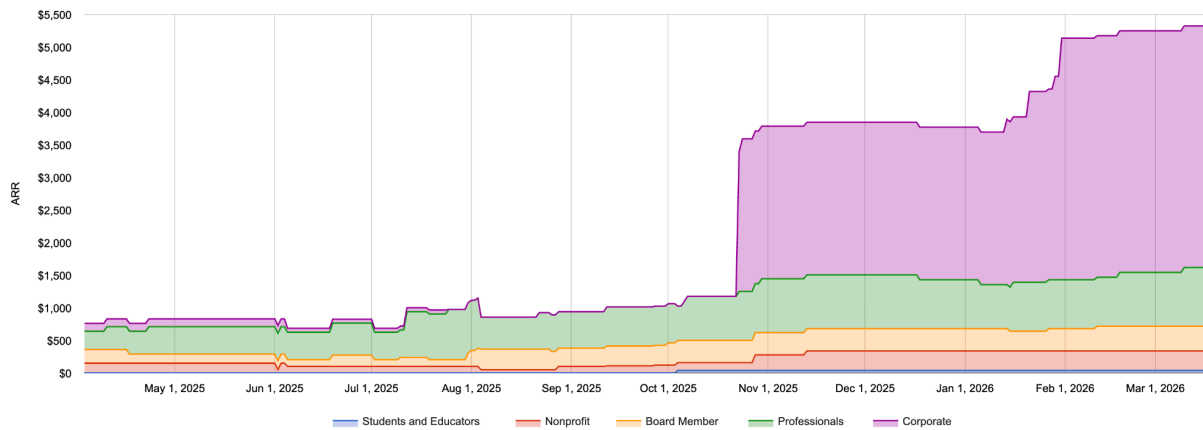




Exhibit L (Continued) - Results and Impact

Display history from Apr 02 2025 to Mar 20 2026 showing folder All Folders

Total Accounts 122 → 121	Accounts With Membership 117 → 121	Current Paying Members 15 → 48	Accounts On Lifetime/One-Time Billing 0 → 0	Accounts On Free Membership 0 → 0	Accounts With No Renewal Date 3 → 0
Members Past Due 99 → 73	Accounts With No Membership 0 → 0	Annual Recurring Revenue \$760 → \$5,398			

